

MARYAM KHALIL ALSAFFAR



Contact

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Personal Information

Nationality:

Emirati

Driving License:

UAE – Driving License & Railway

Education

2021 - Perusing

**Doctor of Philosophy in Social
Science**

University Sains Islam Malaysia
Malaysia

2018 - 2019

**Master in Business
Administration**

Canadian University of Dubai
Dubai, United Arab Emirates

Summary

Dynamic and results-driven leader with over 22 years of expertise in the GCC Transportation and banking sectors, specializing in strategic planning, managing people, digital transformation and project management. Skilled at crafting and executing long-term operational strategies that align with organizational goals to enhance customer satisfaction and streamline efficiency. Proven track record in optimizing revenue, driving process improvements, and implementing innovative solutions to enhance customer service and operational efficiency. As the first UAE national and the first female Metro and Tram driver in the Middle East, I am committed to pioneering excellence and fostering innovation in every role I undertake.

Experience

Head of Revenue Protection
Dubai Metro and Dubai Tram
Dubai, UAE

2017 - Present

Responsibilities:

- **Strategic and Business Development:** Established and monitored departmental goals, aligning strategic objectives with company-wide priorities to consistently meet or exceed KPI targets set within the concession agreement. Developed and managed the annual business plan, departmental objectives, and budget, ensuring consistency with the organization's strategic vision. Identified new business opportunity, market trends and emerging technologies to drive innovation, sustainable growth and enhance revenue generation
- **Market Analysis:** align strategic objectives with market needs, leveraging skills in revenue optimization, innovation, and leadership to position the department and organization competitively. Leading projects like the Revenue Optimized Workflow App (ROW APP) and AI-enhanced systems to streamline operations. emphasis on using technology and data analytics, such as conducting revenue protection surveys to address fare evasion and improve revenue strategies. Conducted comprehensive benchmarking and implemented best practices to drive innovation and integrate cutting-edge technologies, enhancing operational efficiency and customer satisfaction. Conduct a campaign (tap and ride, Golden eyes, Hello Metro..est) and advertisement all marketing related corporate with marketing and PR department,
- **Cross Functional Collaboration and Stakeholder Engagement:** collaborate with various department (e.g operation, security, marketing, HR, Finance and third parties) to ensure strategic initiatives are effectively integrated across the organization. Worked with organizations such as the RTA, Dubai Police, Civil Defence, and Alstom to ensure compliance with safety standards and emergency readiness. Partnered with IT, data analytics, and operational teams to design and implement technology-driven projects like the AI Enhancement and ROW App. Worked with HR to recruit, train, and integrate Emirati talent while aligning team capabilities with corporate goals through career development programs. Led interdepartmental initiatives, such as succession planning and professional development programs, ensuring alignment with organizational goals.

2001 - 2004

Diploma IT and Business Administration

Higher College of Technology
Dubai, United Arab Emirates

2013 – 2014

Diploma in Rail Operation

Institution of Rail Operations
London, United Kingdom

2014 – 2015

NVQ Diploma in Rail Services (Tram/light Rail Driving)

Institution of Rail Operations
London, United Kingdom

Professional Skills

- Lead Investigation
- Strategic Leadership & People Management
- Advanced Risk Assessment & Hazard Management
- Revenue Optimization & Cost Control
- Project Management & KPI Analysis
- Conflict Resolution & Safety-Critical Communication
- Metro & Tram Operations Training and Compliance
- Customer-Centric Program Development
- Cross-Functional Team Collaboration

Achievements

- Lead and Implement an Innovation and digital solution (ROW App)
- Implement Implemented multiskilling programs, increasing departmental versatility and adaptability.
- Pioneered incident management and investigation protocols, handling over 20 critical cases, including major incidents in Dubai Tram from 2014 to 2017.
- Chaired the UAE Nationals Committee, advancing Emirati talent integration in rail operations

- **Performance and Operation management:** Monitor key performance indicators (KPI) to evaluate the success of strategic and make data driven recommendation for improvement. Oversee and managing performance of all day to day reports to ensure KPI performance targets are met/exceeded in accordance with concession agreement. Maintain safety standard and ensure compliance with legal. Own departmental succession and development plans and ensure that the teams understand how to contribute to departmental and organisational goals. Deliver a safe, reliable, world class and high standard of customer service. Conducted comprehensive revenue protection surveys in collaboration with third-party agencies to analyze fare evasion patterns. Used KPI analysis and power-BI report to identify gaps in operational processes, driving initiatives like the AI Enhancement Project. Conducted root-cause analyses for safety incidents. Maintained service level agreements (SLAs) by ensuring timely resolution of client complaint responses and feedback. achieving full digitalization of ROW APP and streamlining operational workflows. Successfully oversaw the training and certification of revenue team and instructors, ensuring competency of Ticket Inspectors and supervisors.
- **Team management & Leadership Development:** Conduct leadership training programs workshop for managers and Heads of Departments within the organization to enhance strategic thinking, decision-making capabilities and to certified them as KM future leaders with the collaboration of training department and HR. Conduct a mentoring session within the organisation. Designed and executed career development programs to support employee growth and leadership succession, ensuring alignment with organizational goals. Maintain a regular Meet the Manager (MTM) with the team. Conduct a one to one session with the employees. Ensure a high standard of employee motivation through regular communication , training and equipping with the best tools to achieve the maximum result.
- **Risk Management:** Identify potential risks and develop mitigation plan. Analyze, evaluate and rank overall risk exposure encompassing technical, financial and human resource with the goal of effectively managing and mitigating these risks. Review each year the Risk Register with Risk and QHSE Data Manager. Review the Fatigue risk profile for any change which effect staff. Spearheaded AI enhancement initiatives to automate processes, reducing human error and operational risks. Ensured fiscal policies were adhered to and resources optimized, mitigating financial risks while delivering high-impact projects. Developed and implemented comprehensive training programs for safety, enhancing team preparedness and minimizing operational risks. Conducted detailed investigations for major incidents, providing strategic recommendations and corrective actions to ensure continuous improvement.
- **Reports operation and financial:** Prepare and present weekly reports to operation director and a monthly executive report for executive team and board of directors on progress against strategic goals, highlighting key achievement, challenges and area for improvement. Prepare a monthly KPI report for planning team. Prepare a monthly department progress report to third parties RTA.prepare a quarterly survey report for RTA and planinig & performance team. Review a daily department operation performance report . prepare and present a CRM department

- Earned the Excellent Customer Service Award, recognizing improvements in service delivery and complaint reduction

Training

- **NEBOSH Training** - Health & Safety
- **ICAM leading investigation** - Investigation Techniques
- **Train the Trainer & KM leadership Training** – Leadership and management
- **ILM Leadership and management qualifications** - City & Guilds UK
- **Railway Operations** –Transport Operation City & Guilds UK

Language Skills

- Arabic – Native
- English – Fluent

References

- References will be available upon request.

Contact QR Codes



report. prepare a department budget report. Prepare a customer complaint dashboards analyzing report yearly and annual department plan and department strategic plan . Using for report a dashboard, PowerPoint, excel and power BI system to generate the reports. SWOT analyzing, CRM and six sigma to design and implement workflows
Others: working in innovation project to improve fare compliance and revenue collection.

Deputy Operation Manager and Security Manager 2009 - 2017 Serco Middle East

Dubai, United Arab Emirates

Responsibilities:

- **Operations Management:** Managed seamless operations for Dubai Tram, ensuring high service standards by optimizing resource allocation and streamlining processes. Acted as Operations Manager during critical periods, including the launch of Dubai Tram passenger services in 2014.
- **Strategic Enhancements:** Provided expert advice on best practices and system improvements, contributing to operational efficiency during high-profile projects, such as Qatar Rail's construction phase in 2016.
- **Incident and Crisis Response:** Led incident management efforts, addressing high-stakes situations, including collisions and system outages, and collaborated with stakeholders to maintain safety and compliance standards.
- **KPI Development and Analysis:** Designed and tracked performance indicators for tram operations and security, leveraging data-driven insights to inform strategic decisions and enhance outcomes.
- **Training and Development:** Directed training and certification programs for tram drivers and supervisors, ensuring readiness and compliance with safety protocols. Oversaw leadership workshops to enhance team skills and capabilities.
- **Cross-Functional Collaboration:** Partnered with government entities (e.g., RTA, Dubai Police) and private contractors (e.g., Alstom) to align operational activities with safety and contractual requirements.
- **Compliance and Reporting:** Maintained adherence to safety regulations and prepared comprehensive performance reports to meet internal and third-party standards.

Corporate Banking Manager 2003 – 2008

Dubai, United Arab Emirates

HSBC -1 year Experience

- Offered guidance to commercial and private clients on a range of financial products and services, promoting suitable financial solutions.
- Addressed the financial needs of both corporate and personal customers, providing tailored advice and solutions.
- Provided expert advice to corporate clients on mergers, acquisitions, and capital markets.

National Bank of Dubai – 5 year's Experience

- Provide advice to commercial and private clients about a variety of financial offers and promote financial services/products.
- Utilized the CRM system for tracking and managing client interactions and financial offers.
- Planned and executed problem-solving activities, managed projects, and wrote detailed reports.
- selected for High Potential' program-me
- Graduated from PAL program
- Expience in Operation Opening Account, HR trainig